

## December 2011

### Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

## November 2011

### Hair Colourants and Styling Products - UK

“Innovation in the form of foam formats bolstered the colourants category in 2010 and underscored the importance of the new and pioneering products to buoy interest in the beauty market. To boost the somewhat flagging styling category, brands could perhaps look at adding treatment benefits – such as dandruff control ...

### Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers’ assessment of when the feelgood factor will return to the economy.

## October 2011

### Men's Grooming and Shaving Products - UK

“The over-45s are low volume users of male grooming products. With the ageing of the UK’s population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to ...

## September 2011

### Men's and Women's Fragrances - UK

### Vitamins and Supplements - UK

## Beauty and Personal Care - UK

“The men’s fragrance market lags behind women’s both in terms of product use and market size. This, in part, may be explained by the strength of the body spray category since such items are, in general, considerably less expensive than eau de toilettes and aftershaves and so keep the market’s ...

“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

### August 2011

#### Colour Cosmetics - UK

“Make-up sales are brushing up nicely and maintaining growth despite the economic downturn. Colour cosmetics have the power to make women feel more attractive and to give them a confidence boost – significant deliverables from an often relatively inexpensive purchase. In today’s dour economic climate, it seems the ‘Lipstick Index ...

#### Children's OTC and Healthcare Products - UK

“Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association’s annual Ask Your Pharmacist Week could place more focus on the pharmacist’s role in helping parents diagnose their children’s ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

### July 2011

#### Sexual Health - UK

“Many years ago Katherine Hamnett’s T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?”

#### Women's Bodycare and Depilatories - UK

“Women are plagued with any number of body issues and while body care products are available on the market to treat every conceivable aesthetic problem, half of women are likely to opt for a general-purpose moisturiser. Brands that deliver measurable results could potentially turn this around. In face care, for ...

#### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

### June 2011

#### Facial Skincare - UK

The UK women’s facial skincare market is in rude health and is expected to generate annual sales of £964 million in 2011, up almost 4% year-on-year. The category’s

#### OTC Painkillers and Cold and Flu Remedies - UK

Since the beginning of the recession in 2008, the market for OTC pain and cold/flu remedies has experienced a

penetration is relatively high, with close to nine in ten women (86%) using face creams and lotions. The category will likely be ...

decline in value sales. According to Mintel's consumer research, the active ingredients contained in OTC medication are more important than the brand of medication.

### May 2011

#### Private Label Beauty Products and Toiletries - UK

What we have seen:

#### Feminine Hygiene and Sanitary Protection Products - UK

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

### April 2011

#### Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

#### Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...

### March 2011

#### Babies' and Children's Personal Care Products - UK

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown ...

### February 2011

#### Deodorants and Bodysprays - UK

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

## January 2011

### Hand, Nail and Foot Care - UK

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations.

### Beauty Retailing - UK

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

### Oral Healthcare - UK

While the market has reached close to 100% penetration for basic items (eg toothpaste and toothbrushes) and is serviced by a comprehensive and wide-ranging product offer, there is still room for growth. There is an opportunity to upgrade the basic one-step brushing regimen to include a mouthwash and, for more ...